

WHAT IS CLAIMED IS:

1. A method of directed advertising using an interactive voice response system, comprising:

mapping raw data into a database of standard formats, the raw data including a first type of disseminatable information and information that is unique to a particular individual, including identity information, identifier information and information concerning one or more attributes of the individual,

storing a plurality of advertising messages that are in an audio format that is capable of being transmitted over a telephone connection,

storing a representation of the first type of disseminatable information in an audio format that is capable of being transmitted over a telephone connection,

selecting from among the plurality of advertising messages at least a first advertising message to transmit first over a telephone connection based on the information concerning the attributes of the individual,

receiving a first telephone call from the individual, the telephone call including having the individual input at least a first piece of input information,

determining the identity of the individual by comparing the identify information with first piece of input information,

transmitting the first advertising message to the individual over the telephone connection after determining the identity of the individual, and

transmitting the disseminatable information to the individual over the telephone connection after playing the first advertising message.

2. A method of directed advertising using an interactive voice response system as claimed in claim 1, comprising:

updating the first type of disseminatable information,

selecting from among the plurality of advertising messages at least a second message to transmit first over a telephone connection based on the information concerning the attributes of the individual,

receiving a second telephone call from the individual, the telephone call including having the individual again input at least the first piece of input information,

transmitting the second advertising message to the individual over the telephone connection after individual again inputs at least the first piece of input information,

transmitting the updated disseminatable information to the individual over the telephone connection after playing the second advertising message.

a

3. A method of directed advertising using an interactive voice response system as claimed in claim 1, comprising:

receiving a second piece of input from the individual after transmitting the first advertising message to the individual, and

recording the second piece of information.

4. A method of directed advertising using an interactive voice response system as claimed in claim 3, wherein:

the first type of disseminatable information includes grades for a student, and the attributes of the individual include major, grade point average and graduation year.

5. A method of directed advertising using an interactive voice response system as claimed in claim 2, comprising:

updating the first type of disseminatable information multiple times,  
selecting from among the plurality of advertising messages a series of messages to transmit first over a telephone connection based on the information concerning the attributes of the individual,

receiving multiple telephone calls from the individual, the telephone call including having the individual each time again input at least the first piece of input information,

transmitting each of the series of advertising message to the individual over the telephone connection after the individual inputs at least the first piece of input information,

transmitting the last update of the disseminatable information to the individual over the telephone connection after playing the most recent in the series of advertising messages.

6. A method of directed advertising using an interactive voice response system as claimed in claim 5, wherein each advertising message in the series is different from every other advertising message.

7. An apparatus for directed advertising, comprising:

means for mapping raw data into a database of standard formats, the raw data including a first type of disseminatable information and information that is unique to a particular individual, including identity information, identifier information and information concerning one or more attributes of the individual, *a*

means for storing a plurality of advertising messages that are in an audio format that is capable of being transmitted over a telephone connection,

means for storing a representation of the first type of disseminatable information in an audio format that is capable of being transmitted over a telephone connection,

means for selecting from among the plurality of advertising messages at least a first advertising message to transmit first over a telephone connection based on the information concerning the attributes of the individual,

means for receiving a first telephone call from the individual, the telephone call including having the individual input at least a first piece of input information,

means for determining the identity of the individual by comparing the identify information with first piece of input information,

means for transmitting the first advertising message to the individual over the telephone connection after determining the identity of the individual, and

means for transmitting the disseminatable information to the individual over the telephone connection after playing the first advertising message.

8. An apparatus for directed advertising as claimed in claim 7, comprising:
- means for updating the first type of disseminatable information,
  - means for selecting from among the plurality of advertising messages at least a second message to transmit first over a telephone connection based on the information concerning the attributes of the individual, *a*
  - means for receiving a second telephone call from the individual, the telephone call including having the individual again input at least the first piece of input information,
  - means for transmitting the second advertising message to the individual over the telephone connection after individual again inputs at least the first piece of input information,
  - means for transmitting the updated disseminatable information to the individual over the telephone connection after playing the second advertising message.
9. An apparatus for directed advertising as claimed in claim 7, comprising:
- means for receiving a second piece of input from the individual after transmitting the first advertising message to the individual, and
  - means for recording the second piece of information.
10. An apparatus for directed advertising as claimed in claim 9, wherein:

the first type of disseminatable information includes grades for a student, and the attributes of the individual include major, grade point average and graduation year.

11. An apparatus for directed advertising as claimed in claim 8, comprising:
- means for updating the first type of disseminatable information multiple times,
  - means for selecting from among the plurality of advertising messages a series of messages to transmit first over a telephone connection based on the information concerning the attributes of the individual,
  - means for receiving multiple telephone calls from the individual, the telephone call including having the individual each time again input at least the first piece of input information,
  - means for transmitting each of the series of advertising message to the individual over the telephone connection after the individual inputs at least the first piece of input information,
  - mean for transmitting the last update of the disseminatable information to the individual over the telephone connection after playing the most recent in the series of advertising messages.

12. A method of directed advertising using an interactive voice response system as claimed in claim 11, wherein each advertising message in the series is different from every other advertising message.

add B1